

CONTRACT

WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 567477 /		<u>Alt Order #</u> 09788025
<u>Product</u> RNC		
<u>Contract Dates</u> 08/11/12 - 08/17/12		<u>Estimate #</u> 2995
<u>Advertiser</u> Republican National Committee		<u>Original Date / Revision</u> 08/10/12 / 08/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
<u>IDB#</u> 8380	<u>Advertiser Code</u> 20	<u>Product Code</u> 445
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	08/13/12	08/17/12	M-F 5a-530a	5a-530a		:30			NM	5	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				5	\$335.00			
N 2	6	08/13/12	08/17/12	M-F 6p-630p	6p-630p		:30			NM	5	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				5	\$585.00			
N 3	6	08/13/12	08/17/12	M-F 530a-6a	530a-6a		:30			NM	4	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				4	\$415.00			
N 4	6	08/13/12	08/17/12	M-F 530p-6p	530p-6p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				3	\$500.00			
N 5	6	08/11/12	08/11/12	Sa 8a-9a	8a-9a		:30			NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$315.00			
N 6	6	08/11/12	08/11/12	Sa 6p News	6-630p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$400.00			
Totals											19	\$8,475.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/17/12	19	\$8,475.00	\$7,203.75
Totals	19	\$8,475.00	\$7,203.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Jon Ferrell
do hereby request station time concerning the following issue:

Republican National Committee- IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges:

This broadcast time will be used by: Republican National Committee- IE

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"



Yes



No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Barack Obama; President; 11-6-2012

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee- IE
Anthony W. Parker, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7-12-12
Date

John Feull
Signature

703-683-4877
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

AUG-09-2012 22:01

P.01/01

NATIONAL MEDIA RESEARCH, PLANNING & PLACEMENT, LLC
ALEXANDRIA, VA 22314

WITITV - WITI-TV

25903

25903
08/09/12

Inv Date	Invoice #	Description	Balance Due	Discount	Net Amount
08-09-12	8912TKWITI-M	RNC-RNCIE-WI 2996	7,203.75		7,203.75

Check Total: \$7,203.75

SAFEGUARD, LITHO USA 8PSL4 0K7508114L

ORIGINAL DOCUMENT PRINTED ON CHEMICAL REACTIVE PAPER WITH MICROPRINTED BORDER

**NATIONAL MEDIA RESEARCH,
PLANNING & PLACEMENT, LLC**
815 SLATERS LANE
ALEXANDRIA, VA 22314

BB&T
Banks & Trust Company

VIRGINIA

25903

25903

NUMBER

68-426/614

VOID AFTER NINETY (90) DAYS

PAY EXACTLY*****7,203*DOLLARS*AND*75*CENTS

DATE

AMOUNT

Aug 09, 2012

\$7,203.75

PAY
TO THE
ORDER
OF

WITI-TV
9001 N Green Bay Road
Milwaukee, WI 53209

Jonathan W. Ferrell

THIS DOCUMENT CONTAINS HEAT SENSITIVE INK. TOUCH OR PRESS HERE. RED IMAGE DISAPPEARS WITH HEAT.

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TOTAL P.01